

ProFile 2 Unit 5 – Marketing

WORKSHEET

Work through this worksheet and complete your answers in the spaces provided.

Vocabulary

Find seven words connected with marketing in the grid.
The words can be horizontal or vertical.

l	e	s	r	s	o	m	v	e	r
o	d	l	s	e	g	m	e	n	t
g	x	o	g	k	a	w	m	h	b
o	o	g	a	s	e	e	o	k	a
n	r	a	u	a	p	t	r	f	p
p	e	n	e	t	r	a	t	e	p
w	e	s	r	a	y	s	f	p	e
q	q	i	m	a	g	e	t	n	a
y	m	h	r	t	x	m	j	p	l
v	m	i	l	a	u	n	c	h	t

Reading

Regina Strauss works as a brand manager for a company that makes snacks.
Read her short report below and decide if the statements are true (T) or false (F).

Part of my job is matching our products to target consumers. When I am marketing snacks like crisps or peanuts, I often use the family life cycle model. The idea is that consumers behave differently depending on their age, or if they are married. The kind of market segments we look at are:

- young single people
- young couples without children
- couples with young children
- older single people, etc.

We are soon going to launch a new brand of peanuts. We've got a slogan for the product and the advertising team have written an advertising song for it. The slogan is in English and it should work both here and abroad.

We also need a logo and I have a design team working on that. A logo for nuts is very difficult because we need something universal. The thing is that this product needs to appeal to young single people, and we can't get the letters right in the logo. They always look too young.

Reading (continued)

- ☐ True ☐ False 1. The market segment for the peanuts is mainly children.
- ☐ True ☐ False 2. The peanuts are already available in the market.
- ☐ True ☐ False 3. They will use the same slogan for the peanuts in many different countries.
- ☐ True ☐ False 4. The logo for the peanuts is finished.

Video

On the lesson website page, refer to the Video section: an interview with Laura Clift, a sales manager.

Press “Play” to watch the video.

When you have watched the video, answer the questions below.

(Note: If you find the questions difficult, click on the ‘Read the transcript’ link next to the video and read as you listen.)

1. Who is the target customer for Blenheim Natural Mineral Water?
-
2. Which of these is not given as a USP (Unique Selling Point) of the mineral water?
- ☐ **a** It is not treated in any way.
- ☐ **b** You’re getting a clean, fresh-tasting water.
- ☐ **c** The water is from the British countryside.
3. Why does Laura think mineral water is becoming more popular?
-

Listening

On the lesson website page, refer to the Listening section. Download the MP3 audio. Regina Strauss tells us more about her work as a brand manager for a snack company. Listen and answer the questions.

1. What is the problem with the crisps?
-
2. What does Regina have to do to re-package the product?
-
3. Who is buying the crisps at the moment?
-
4. Who should be buying the crisps?
-
5. What does Regina think it is important to remember?
-

Writing

Regina Strauss's company also produces a mineral water called Alpen Streams. It is a very similar product to Blenheim Water, which Laura Clift talks about in the video. At the moment, the water is an upmarket product sold in restaurants.

You think that the company should now market the water to younger consumers (aged 15-25). Write suggestions to Regina about how to change the marketing of *Alpen Streams*. Think about:

- price
- place
- promotion
- packaging

[illegible]